

INVESTEE PROFILE: NEUROTECH/ SMART EYE

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Location:	Jordan
RLI Category:	R3 company that provides employment and services to refugees
Company Background:	Established in 2018, the company initially focused on traditional renewable energy projects but expanded into digitalization, IoT, AI, and big data by 2020, specifically targeting humanitarian sectors.
Industry/Sector:	Energy, Technology, Renewable Energy, Smart Energy Management
Products/Services:	<ul style="list-style-type: none"> • Development and implementation of smart energy meters that prioritize energy distribution. • Software and hardware solutions for energy management in refugee camps (e.g., with Mercy Corps, 400 workshops in Zaatari); households (e.g., with WFP, including Syrian households in Mafraq); and commercial settings (e.g., with EBRD, factories in Jordan.) • Energy audits, efficiency tools, gamification (for youth to learn about energy conservation), and renewable energy implementations.
Export Activity:	<ul style="list-style-type: none"> • Working with commercial/industrial clients in UAE. • Large-scale projects in Africa (Ghana, Senegal, Ivory Coast, some in partnership with Orange). • Pilot projects in the USA (Texas and Colorado, invited by US Embassy).
Financial Performance:	History of large contracts with NGOs, e.g., Innovation Norway and NRC in Azraq Camp ; USD 500K contract with WFP; government tenders (in Mafraq, water management for the government, but not a recent Za'atari tender).
Management Team:	<ul style="list-style-type: none"> • Led by a founder with a master's degree in electrical engineering. • CEO Heba Asaad more than 15 years of experience in the field.
Employees and Refugee Workforce:	<ul style="list-style-type: none"> • A total of 27 employees, a mix of full-time (14) and part-time (13), including 5 Syrians and 15 females, with efforts to integrate local community members. • Number of employees will be double for a new contract with Ministry of Digital Economy & Entrepreneurship.
Market Overview and Trends:	<ul style="list-style-type: none"> • Engaged in energy management solutions that cater to both humanitarian needs and commercial enterprises. • Trends toward sustainable and efficient energy usage, with a focus on sectors like household energy management and refugee camp energy solutions
Estimated Investment Needs:	Continual investment for expansion into new markets and scaling up successful pilot projects.
Prior Experience with Investment:	Supported with zero-equity funds, e.g., USD600K Zayed Sustainability Award.
RLI Thesis and Impact Opportunity:	<ul style="list-style-type: none"> • The company's projects significantly impact refugee communities by providing stable and efficient energy solutions, which also support economic activities. • Potential to scale these solutions globally, providing a model for energy management in humanitarian settings.
RLI Technical Assistance Needs:	Potential needs include support for navigating international markets, securing more stable funding sources, and technical partnerships to enhance product development and implementation. Will also benefit from RLI networking and storytelling to support narrative change.